

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT				1. CONTRACT ID CODE J		PAGE OF PAGES 1 4	
2. AMENDMENT/MODIFICATION NO. 0005		3. EFFECTIVE DATE 06-Jan-2006		4. REQUISITION/PURCHASE REQ. NO. W42HEM-5322-4011		5. PROJECT NO.(If applicable)	
6. ISSUED BY USACE, CONTRACTING DIVISION ATTN: CEMVN-CT, ROOM 172 7400 LEAKE AVE. NEW ORLEANS LA 70118-3651		CODE W912P8		7. ADMINISTERED BY (If other than item 6) See Item 6		CODE	
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code)				<input checked="" type="checkbox"/> 9A. AMENDMENT OF SOLICITATION NO. W912P8-06-T-0017			
				<input checked="" type="checkbox"/> 9B. DATED (SEE ITEM 11) 05-Dec-2005			
				10A. MOD. OF CONTRACT/ORDER NO.			
				10B. DATED (SEE ITEM 13)			
CODE		FACILITY CODE					
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS							
<input checked="" type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offer <input checked="" type="checkbox"/> is extended, <input type="checkbox"/> is not extended. Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods: (a) By completing Items 8 and 15, and returning <u>1</u> copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.							
12. ACCOUNTING AND APPROPRIATION DATA (If required)							
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.							
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.							
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).							
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:							
D. OTHER (Specify type of modification and authority)							
E. IMPORTANT: Contractor <input type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.							
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) The purpose of this modification is to answer questions that have been asked to clarify statements in the Statement of Work, as well as to extend the solicitation deadline for one more week. The questions and answers are attached.							
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.							
15A. NAME AND TITLE OF SIGNER (Type or print)				16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)			
				TEL: _____ EMAIL: _____			
15B. CONTRACTOR/OFFEROR _____ (Signature of person authorized to sign)		15C. DATE SIGNED		16B. UNITED STATES OF AMERICA BY _____ (Signature of Contracting Officer)		16C. DATE SIGNED 06-Jan-2006	

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 30 - BLOCK 14 CONTINUATION PAGE

The following have been added by full text:

QUESTIONS AND ANSWERS 1-6-06

Question: The last paragraph in the Statement of Work says “Pricing for this award will be evaluated based on submission of a 2-column 5-inch article.” Does this mean I have to submit a sample 2-column 5-inch.

Answer: No, the Contractor does not have to submit a sample 2-column, 5-inch article. Pricing for this award will be evaluated on your quote for the completion and submission to the media of a 2-column, 5-inch article.

Question: Where it says that “the contractor will provide the committee with an electronic (or video tape) file of any broadcast feature story done by the Contractor,” that could mean two things, and when you pose the questions and answers if you could clarify that’d be great. Does it mean:

- 1.) The contractor will produce audio and/or video versions of the articles, running 1:30 - 2:45 in length and distribute it to appropriate broadcast media, and track the number of uses just as with the print, or
- 2.) the contractor will submit the articles to broadcast media and track how many of them produce a story from the print version of the article (sort of like sending broadcast media a printed news release then tracking to see how many of them actually run a story based on it.

Answer: The correct answer is #1. The Contractor must produce the pre-packaged, self-contained story and submit to media as a video file/video tape or CD Rom, as opposed to an e-mail. It should be between 30 and 60 seconds and tell the entire story. There shall be no raw footage. The Contractor shall track the number of users just as with print.

Question: Is there an incumbent for this task? If there is an incumbent, is the government pleased with their performance?

Answer: There is not an incumbent for this task.

Question: Please comment on the potential or perceived conflict of interest in having the same supplier, who is responsible for creating and placing these media stories, also be responsible for the actual tracking/measuring of their own performance, even if subcontracting this measurement to another firm who they ultimately pay for these services. Does this condition qualify as a potential conflict of interest either way? How should this be managed?

Answer: We are asking the Contractor to write articles, track article placement in the media, and provide us with documentation i.e., clippings and a special web site to support a Results Report. Please note that the Government will also be checking the accuracy of the information provided in the Results Report.

Question: In order to illustrate placements in "major markets" – we need to know how are you defining major markets? Is an ADI (area of dominant influence) the same as a DMA (defined market area)? Please define what you are specifically asking for here.

Answer: After examining the definitions, it seems to me that ADI is very close in meaning to a DMA. My understanding is "the geographic area surrounding a city in which the broadcasting stations based in that city account for a greater share of the listening or viewing households than do broadcasting stations based in other nearby cities." So let's define "major markets" to include any market considered within the top 300 in the country."

Question: Please clarify what is meant by "illustrating placements in percentages of population concentration" (para 5, Statement of Work). Specifically, what do you mean by population concentration? Does this refer to the population within an ADI or DMA? Please define.

Answer: Percentgages of population concentration: The percentage of the circulation compared to the population within each DMA.

Question: Please identify the specific "economic demographic" factors you wish to have illustrated (again, para 5, Statement of Work).

Answer: Expendible income. The level of success of an article placement in relation to the affluence of the reader, request chart illustrating the income bracket of the top 20% of the readers in each DMA.

Question: Regarding measurement, when would the period start and conclude from the date of each article submission?

Answer: From day after release to anytime within 30 days of release for a period of no more than seven months from day of release.

Question: What is the anticipated reporting structure - Will it be one large final report or periodic reports across the placement period?

Answer: Periodic reports at least three times over the six month period

Question: How many reports do you envision per article or during the entire contract period?

Answer: At least three reports per article

Question: Would the content of the reports be the same as defined in the Statement of Work?

Answer: The content of the reports will be as defined in the Statement of Work. The Contractor may provide additional available statistics/information at Contractor expense.

Question: What is the anticipated award date?

Answer: The week following the closing date of the solicitation.

Question: What was this budget approval amount for this solicitation?

Answer: The budget approval is based on a Government Estimate that is not available to the public.

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The required response date/time has changed from 06-Jan-2006 02:00 PM to 13-Jan-2006 02:00 PM.

(End of Summary of Changes)